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PACKAGED FLUID MILK SALES IN FEDERAL MILK ORDER MARKETS

By Size and Type of Containers, and Distribution Method During November 1977

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Issued June 1979

PREFACE

This publication presents information relating to the containers in which fluid milk products are sold, and the methods of distribution used to market these items by handlers regulated under Federal milk marketing orders. These orders are established under the authority of the Agricultural Marketing Agreement Act of 1937.

The information in this report is based on a survey of fluid milk sales under Federal milk marketing orders during November 1977. Its purpose was to update a similar survey in November 1975, to see if trends observed in past surveys are continuing, and to collect more detailed information on distribution methods. Data were obtained from milk handlers regulated under 47 marketing orders.

The survey conducted in November 1977 differs from the previous surveys taken in November 1963 through 1967, 1969, 1971, 1973, and 1975. Under the current survey, volume data on fluid milk sales by size and type of container were collected for whole milk items and lowfat and skim milk items only. Previous surveys also included fluid cream items, yogurt, and eggnog. In addition, the current survey does not break down sales by size and type of container into distribution methods. However, for fluid cream and specialty products, the current survey contains a listing of the containers in which the larger volumes of these products were sold and, for home-delivery and for several components of wholesale distribution, the relative total sales volume in each method.

Handlers regulated under Federal milk orders process approximately three-quarters of all the fluid milk products sold in the United States. In general, the sizes and types of containers, and methods of distribution used to market this production would be representative of the entire country. In addition, although these surveys are based on November fluid milk sales, the relationships shown would be representative in other months of the year. Two exceptions would be sales in half-pint containers and sales through school outlets which would not be applicable to sales in a nonschool month.

DEFINITIONS

Type of Container. Containers are categorized by glass, paper, plastic, and metal cans. The paper category includes plastic-coated and wax-coated containers. Plastic includes rigid plastic containers, plastic pouches, and corrugated paper boxes or plastic containers with plastic linings. Containers larger than 1 gallon shown in the plastic column, for the most part, are bag-in-box containers. Metal cans larger than 1 gallon are included in the glass category. Subtotals shown under glass represent quantities of milk sold in glass and metal cans.

Method of Distribution. Sales are divided into home-delivery and wholesale. Home-delivery includes sales to homes or sales to others for delivery to homes. In some instances, home-delivery may include minor sales to institutions and vendors. Wholesale includes all sales other than home-delivered. Wholesale is broken down into chain stores, institutional outlets, and all other.

Chain stores are defined as 11 or more stores (supermarket, dairy, or convenience) nationwide, primarily engaged in food retailing, and either being under common management, being franchised by a common company, or belonging to a common purchasing association. Chain stores are categorized into supermarkets or dairy and convenience stores. Also identified are vertically integrated chain stores. A chain of stores is vertically integrated if the fluid milk products sold in its stores are processed by a plant owned by the chain.

Institutional outlets are military installations and schools (elementary, high school, colleges, and universities). All other wholesale outlets include nonchain food stores, nonfood stores (drug stores, gasoline stations, etc.), restaurants, hotels, hospitals, nursing homes, vending machines, and any other type of wholesale outlet.

NUMBER OF CONTAINERS

The data in this report are for volume weights of milk in 1,000 pounds. The number of each size of container can be approximated by dividing the weights shown in the report by the conversion factors shown in appendix C.

HISTORICAL SUMMARY

Information on packaged fluid milk sales by size and type of container, and method of distribution for handlers regulated under Federal milk orders, has been reported in 10 previous publications--the first issued in 1964. In general, these reports have shown a shift in fluid milk sales from glass to paper and plastic containers, from small to large containers, and from home-delivery to wholesale delivery.

Since 1964, when sales of milk in plastic containers represented only 2 percent of all fluid milk sales, use of plastic containers has increased noticeably, and by 1975, sales in plastic container comprised 31 percent of total sales. Most of this increase was due to greater use of rigid plastic gallon containers. This growth in the sales of fluid milk products in plastic containers has brought a decrease in the use of both paper and glass containers. While sales in paper containers accounted for 64 percent of all fluid milk sales in 1963, and increased to 78 percent in 1971, they decreased to 67 percent in 1975. The proportion of fluid milk sales in glass containers slipped from 32 percent in 1963 to only 2 percent in 1975. Over this period, paper containers remained the predominant material used as glass and plastic containers reversed positions.

Large containers have been replacing small ones. The half-gallon container, which had been gaining in use over the once predominant quart container, has given way to the gallon container. In 1963, half-gallon containers accounted for 56 percent of total fluid milk sales, quarts accounted for 15 percent, and gallons, 13 percent. By 1975, half-gallon containers were used in only 34 percent of sales and quarts in 7 percent, while gallons increased to 43 percent. Sales of fluid milk in smaller container sizes--pints, half-pints, and other--and in the bulk container sizes--5-10 quarts and over 10 quarts--as a percentage of total fluid milk sales, have remained fairly constant over the period.

In 1963, 30 percent of total fluid milk sales were home-delivered. Between 1963 and 1975, this proportion decreased steadily to the point where home-delivery represented only 7 percent of total sales in 1975. This increase in the share of fluid milk sales through wholesale outlets--from 70 percent to 93 percent--has been one of the major factors in the shifts in both type and size of container mentioned above.

NOVEMBER 1977 HIGHLIGHTS

Some highlights of the 1977 survey of packaged fluid milk sales in Federal milk order markets by size and type of container and method of distribution were:

(1) The proportion of fluid milk product sales in paper containers continued to decrease. During November 1977, 58 percent of total sales were made in paper

containers, 41 percent in plastic containers, and one percent in glass containers. The proportion of fluid milk sales in paper containers ranged from 38 percent in the South Atlantic region to nearly 90 percent among the Pacific markets.

(2) Among the fluid milk product groups, 60 percent of lowfat and skim milk items were distributed in paper containers. This proportion for whole milk items was 57 percent. By way of contrast, more whole milk items were sold in plastic containers, 42 percent versus 39 percent for lowfat and skim milk items.

(3) Gallon containers, the predominant size in which fluid milk products are sold, increased its share of the total. During November 1977, 49 percent of total sales were made in gallons, 29 percent in half-gallons, 11 percent in half-pints, six percent in quarts, with the remaining five percent in pints, bulk containers, and other sizes.

(4) Gallon containers accounted for 36 percent of fluid milk sales in the Mountain region, compared to nearly 57 percent in the East North Central region. The share of fluid milk sales in half-gallon containers ranged from 23 percent in the South Atlantic region to 44 percent among the marketing areas in the Mountain region. Nearly 16 percent of total sales in the East South Central region were in half-pint containers; fourteen percent of the fluid milk products distributed in the Middle Atlantic region were in quarts.

(5) Wholesale sales now account for 95 percent of total fluid milk sales; home-delivery accounts for 5 percent. Over 10 percent of the fluid milk products distributed in the Mountain area were delivered to homes.

(6) During November 1977, nearly 53 percent of fluid milk sales were made through chain stores. Supermarket chains represented 43 percent of total sales, dairy and convenience chain stores, 10 percent. The share of chain stores ranged from 41.1 percent of total sales in the East South Central region to 62.2 percent in the South Atlantic area.

(7) Institutional outlets (military and schools) accounted for nine percent of fluid milk sales. Excluding the New York-New Jersey marketing area, disposition through military installations represented 1.7 percent of the total; schools accounted for 7.7 percent.

(8) Sales through all other wholesale outlets (nonchain food stores, nonfood stores, restaurants, hospitals, vending machines, etc.) represented 32.8 percent of the fluid milk products distributed in November 1977. This proportion ranged from 16.8 percent in the Mountain region to 41.9 percent among the East South Central markets.

(9) Slightly more than 18 percent of fluid milk sales were made by vertically integrated chain stores. This volume represented over 34 percent of total chain store sales. Supermarket chains operating their own fluid processing plants accounted for 12.1 percent of total sales. The share of supermarket chains that were not vertically integrated approached 31 percent. Vertically integrated dairy and convenience chain stores represented 6 percent of total fluid milk sales, and 60 percent of total dairy and convenience store sales.

(10) Between November 1973 and November 1977, fluid milk sales through chain stores increased from 38.6 percent of the total to 52.9 percent. In November 1969, for a smaller group of marketing areas, chain stores accounted for 28.9 percent of total sales. Over the 8-year period from November 1969 to November 1977, the market share of vertically integrated chain stores increased from 11.4 percent in 1969 to 13.6 percent in 1973 and 18.1 percent in 1977.

Table 1.--Percentage of whole milk items, and lowfat and skim milk items, sold by type of container, by handlers regulated in Federal milk order markets, November of selected years, 1963 to 1977 1/

Year	Number of mkts. 2/	Glass	Paper	Plastic	Other 3/	Total
			WHOLE MILK ITEMS 4/			
1963	68	33	62	5/	5	100
1964	67	32	62	3	3	100
1965	68	29	64	5	2	100
1966	68	26	66	6	2	100
1967	71	21	70	8	1	100
1969 6/	66	13	75	11	1	100
1971 6/	61	7	77	16	*	100
1973 6/	61	4	70	26	*	100
1975 6/	56	3	66	31	*	100
1977 6/	47	1	57	42	*	100
			LOWFAT AND SKIM MILK ITEMS 7/			
1963	68	25	73	5/	2	100
1964	67	22	75	1	2	100
1965	68	22	75	2	1	100
1966	68	20	76	3	1	100
1967	71	16	79	4	1	100
1969 6/	66	10	82	7	1	100
1971 6/	61	6	83	11	*	100
1973 6/	61	4	74	22	*	100
1975 6/	56	2	69	29	*	100
1977 6/	47	1	60	39	*	100
			TOTAL WHOLE MILK AND LOWFAT AND SKIM MILK ITEMS			
1963	68	32	63	5/	5	100
1964	67	31	64	2	3	100
1965	68	29	65	4	2	100
1966	68	25	67	6	2	100
1967	71	20	71	8	1	100
1969 6/	66	12	76	11	1	100
1971 6/	61	7	78	15	*	100
1973 6/	61	4	71	25	*	100
1975 6/	56	2	67	31	*	100
1977 6/	47	1	58	41	*	100

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* Less than one-half of one percent.

1/ Based on total sales including both wholesale and home-delivery.

2/ Number of markets for which complete data were available.

3/ Percentages represent metal cans and plastic bag-in-box containers 1963, metal cans 1964-1977, and unidentified types in 1977.

4/ Whole milk items include plain and flavored whole milk.

5/ Data not available.

6/ Includes New York-New Jersey.

7/ Lowfat and skim milk items include plain, added solids, and flavored lowfat and skim milk, and buttermilk.

Table 2.--Percentage of whole milk items and lowfat and skim milk items sold by size of container, by handlers regulated in Federal milk order markets, November of selected years, 1963 to 1977 1/

Year	Number of mkts. 2/	Gal.	½-gal.	Quarts	Pints	½-pt.	Other	Bulk 3/		Total
								5-10 qts.	Over 10 qts.	
					WHOLE MILK ITEMS 4/					
1963	68	14	56	14	1	10	*	**	5**	100
1964	67	17	54	11	1	11	*	1	5	100
1965	68	18	53	11	1	11	*	1	5	100
1966	68	19	52	10	1	12	*	1	5	100
1967	71	20	52	8	1	12	1	1	5	100
1969 5/	66	23	45	12	1	12	1	1	5	100
1971 5/	61	30	41	10	1	13	*	1	4	100
1973 5/	61	37	36	8	1	12	1	1	4	100
1975 5/	56	43	33	7	1	11	1	*	4	100
1977 5/	47	48	28	6	2	12	1	*	3	100
					LOWFAT AND SKIM MILK ITEMS 6/					
1963	68	5	56	32	1	4	*	**	2**	100
1964	67	6	60	27	1	3	*	1	2	100
1965	68	8	60	24	1	3	1	1	2	100
1966	68	13	60	20	1	3	*	1	2	100
1967	71	16	61	16	1	3	*	1	2	100
1969 5/	66	19	58	14	1	3	1	2	2	100
1971 5/	61	27	55	11	1	3	*	1	2	100
1973 5/	61	38	46	8	1	4	*	1	2	100
1975 5/	56	44	38	6	1	8	1	*	2	100
1977 5/	47	50	32	5	1	10	*	*	2	100
					TOTAL WHOLE MILK AND LOWFAT AND SKIM MILK ITEMS					
1963	68	13	56	15	1	9	1	**	5**	100
1964	67	16	54	13	1	10	1	1	4	100
1965	68	17	54	12	1	10	1	1	4	100
1966	68	18	53	11	1	10	1	1	5	100
1967	71	19	53	9	1	11	1	1	5	100
1969 5/	66	23	48	12	1	10	1	1	4	100
1971 5/	61	29	44	10	1	11	1	1	3	100
1973 5/	61	37	38	8	1	10	1	1	4	100
1975 5/	56	43	34	7	1	11	1	*	3	100
1977 5/	47	49	29	6	1	11	1	*	3	100

* Less than one-half of one percent.

** "5-10 quarts" and "over 10 quarts" are combined.

1/ Based on total sales including both wholesale and home-delivery.

2/ Number of markets for which complete data were available.

3/ Percentages represent metal cans and plastic bag-in-box containers.

4/ Whole milk items include plain and flavored whole milk.

5/ Includes New York-New Jersey.

6/ Lowfat and skim milk items include plain. added solids, and flavored lowfat and skim milk, and buttermilk.

Table 3.—Summary of total fluid milk sales by method of distribution and size and type of container, by handlers regulated in Federal milk order markets 1/, November of selected years, 1963 to 1975

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL (Wholesale & Home-delivered)			Grand total
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	
					Thousand pounds							
					1963 (68 markets)							
Gallons	71,249	74,584		145,833	61,516	6,639		68,155	132,765	81,223		213,988
Half gallons	69,858	585,598		655,456	184,005	94,551		278,556	253,863	680,149		934,012
Quarts	15,232	118,121		133,353	108,019	27,450		135,469	123,251	145,571		268,822
Pints	856	27,803		28,659	1,643	3,225		4,868	2,499	31,028		33,527
Half pints	19,375	135,562		154,937	1,964	5,293		7,257	21,339	140,855		162,194
Other	144	5,101		5,245	987	1,101		2,088	1,131	6,202		7,333
Bulk: 2/	0	0		72,392	0	0		8,916	0	0		81,308
Total	176,714	946,769		1,195,875	358,134	138,259		505,309	534,848	1,085,028		1,701,184
					1964 (67 markets)							
Gallons	95,045	102,712	2,597	200,354	89,088	9,976	77	99,141	184,133	112,688	2,674	299,495
Half gallons	79,936	635,015	72	715,023	186,927	102,480	1	289,408	266,863	737,495	73	1,004,431
Quarts	14,678	121,124	1	135,803	87,987	25,883	---	113,870	102,665	147,007	1	249,673
Pints	1,436	33,516	5	34,957	1,540	4,296	1	5,837	2,976	37,812	6	40,794
Half pints	16,422	166,231	21	182,674	1,906	7,318	2	9,226	18,328	173,549	23	191,900
Other	106	7,269	10	7,385	44	433	2	479	150	7,702	12	7,864
Total glass	207,623				367,492				575,115			
Bulk: 3/												
(5-10 qts.)	7,580	0	2,461	10,041	117	0	10,566	10,683	7,697	0	13,027	20,724
(over 10 qts.)	41,996	0	31,993	73,989	4,570	0	2,287	6,857	46,566	0	34,280	80,846
Total can	49,576				4,687				54,263			
Total	257,199	1,065,867	37,160	1,360,226	372,179	150,386	12,936	535,501	629,378	1,216,253	50,096	1,895,727

Continued

Table 3.—Summary of total fluid milk sales by method of distribution and size and type of container, by handlers regulated in Federal milk order markets 1/, November of selected years, 1963 to 1975 ·Continued

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL (Wholesale & Home-delivered)			Grand total
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	
	Thousand pounds											
	1965 (68 markets)											
Gallons	92,165	151,478	18,237	261,880	90,269	13,734	4,425	108,428	182,434	165,212	22,662	370,308
Half gallons	86,016	770,979	133	857,128	234,417	119,459	0	353,876	320,433	890,438	133	1,211,004
Quarts	13,797	139,422	13	153,232	107,518	31,206	60	138,784	121,315	170,628	73	292,016
Pints	1,048	39,334	140	40,522	1,610	4,352	11	5,973	2,658	43,686	151	46,495
Half pints	16,556	209,685	243	226,484	2,276	7,199	14	9,489	18,832	216,884	257	235,973
Other	227	10,407	39	10,673	85	611	10	706	312	11,018	49	11,379
Total glass	209,809				436,175				645,984			
Bulk: 3/												
(5-10 qts.)	6,662	0	5,841	12,503	762	0	18,600	19,362	7,424	0	24,441	31,865
(over 10 qts.)	43,034	0	50,413	93,447	2,596	0	3,404	6,000	45,630	0	53,817	99,447
Total can	49,696				3,358				53,054			
Total	259,505	1,321,305	75,059	1,655,869	439,533	176,561	26,524	642,618	699,038	1,497,866	101,583	2,298,487
	1966 (68 markets)											
Gallons	84,359	205,010	27,236	316,605	57,817	12,683	6,406	76,906	142,176	217,693	33,642	393,511
Half gallons	85,241	763,428	1,035	849,704	207,748	118,833	253	326,834	292,989	882,261	1,288	1,176,538
Quarts	12,734	129,658	34	142,426	87,393	26,413	16	113,822	100,127	156,071	50	256,248
Pints	798	37,046	169	38,013	1,049	3,427	14	4,490	1,847	40,473	183	42,503
Half pints	13,636	217,403	487	231,526	1,054	4,771	90	5,915	14,690	222,174	577	237,441
Other	131	10,932	72	11,135	58	386	3	447	189	11,318	75	11,582
Total glass	196,899				355,119				552,018			
Bulk: 3/												
(5-10 qts.)	2,076	6	4,954	7,036	2,313	0	22,704	25,017	4,389	6	27,658	32,053
(over 10 qts.)	41,374	2	58,142	99,518	1,554	0	1,907	3,461	42,928	2	60,049	102,979
Total can	43,450				3,867				47,317			
Total	240,349	1,363,485	92,129	1,695,963	358,986	166,513	31,393	556,892	599,335	1,529,998	123,522	2,252,855

Continued

Table 3.—Summary of total fluid milk sales by method of distribution and size and type of container, by handlers regulated in Federal milk order markets 1/, November of selected years, 1963 to 1975 Continued

Size of Container	WHOLESALE				HOME-DELIVERED				TOTAL (Wholesale & Home-delivered)			Grand total
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	
						Thousand pounds						
						1967 (71 markets)						
Gallons	68,286	236,768	48,885	353,939	55,297	17,696	8,341	81,334	123,583	254,464	57,226	435,273
Half gallons	72,585	831,229	5,445	909,259	179,678	137,744	1,588	319,010	252,263	968,973	7,033	1,228,269
Quarts	8,601	127,620	67	136,288	72,246	26,295	177	98,718	80,847	153,915	244	235,006
Pints	484	36,843	190	37,517	639	4,001	13	4,653	1,123	40,844	203	42,170
Half pints	9,374	238,498	671	248,543	513	5,472	54	6,039	9,887	243,970	725	254,582
Other	111	14,230	143	14,484	25	447	5	477	136	14,677	148	14,961
Total glass	159,441				308,398				467,839			
Bulk: 3/												
(5-10 qts.)	996	2	4,138	5,136	196	0	28,676	28,872	1,192	2	32,814	34,008
(over 10 qts.)	30,016	0	73,224	103,240	1,467	0	1,375	2,842	31,483	0	74,599	106,082
Total can	31,012				1,663				32,675			
Total	190,453	1,485,190	132,763	1,808,406	310,061	191,655	40,229	541,945	500,514	1,676,845	172,992	2,350,351
						1969 (66 markets)						
Gallons	56,687	435,188	124,094	615,969	41,712	36,354	21,018	99,084	98,399	471,542	145,112	715,053
Half Gallons	59,291	1,091,593	23,363	1,174,247	128,420	194,201	9,255	331,876	187,711	1,285,794	32,618	1,506,123
Quarts	11,959	276,724	122	288,805	79,983	48,710	285	128,978	91,942	325,434	407	417,783
Pints	455	50,429	346	51,230	309	4,018	18	4,345	764	54,447	364	55,575
Half pints	4,104	312,914	1,635	318,653	343	5,464	62	5,869	4,447	318,378	1,697	324,522
Other	83	24,192	849	25,124	7	415	25	447	90	24,607	874	25,571
Total glass	132,579				250,774				383,353			
Bulk: 3/												
(5-10 qts.)	709	57	6,643	7,409	1,725	0	34,039	35,764	2,434	57	40,682	43,173
(over 10 qts.)	21,930	0	112,862	134,792	1,138	0	5,111	6,249	23,068	0	117,973	141,041
Total can	22,639				2,863				25,502			
Total	155,218	2,191,097	269,914	2,616,229	253,637	289,162	69,813	612,612	408,855	2,480,259	339,727	3,228,841

Continued

Table 3.—Summary of total fluid milk sales by method of distribution and size and type of container, by handlers regulated in Federal milk order markets 1/, November of selected years, 1963 to 1975 Continued

Size of Container	WHOLESALE				HOME-DELIVERED				TOTAL (Wholesale & Home-delivered)			Grand total
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	
						Thousand pounds						
						1971 (61 markets)						
Gallons	24,410	568,592	276,597	869,599	26,159	55,401	34,576	116,136	50,569	623,993	311,173	985,735
Half gallons	44,857	1,125,970	39,232	1,210,059	70,776	193,279	10,286	274,341	115,633	1,319,249	49,518	1,484,400
Quarts	11,617	267,634	2,146	281,397	43,919	38,976	752	83,647	55,536	306,610	2,898	365,044
Pints	309	54,542	438	55,289	200	3,671	22	3,893	509	58,213	460	59,182
Half pints	3,184	362,904	2,658	368,746	175	2,442	115	2,732	3,359	365,346	2,773	371,478
Other	68	22,658	578	23,304	4	243	16	263	72	22,901	594	23,567
Total glass	84,445				141,233				225,678			
Bulk: 3/												
(5-10 qts.)	619	33	6,037	6,689	1,627	2	23,905	25,534	2,246	35	29,942	32,223
(over 10 qts.)	11,432	2	105,737	117,171	345	0	2,148	2,493	11,777	2	107,885	119,664
Total can	12,051				1,972				14,023			
Total	96,496	2,402,335	433,423	2,932,254	143,205	294,014	71,820	509,039	239,701	2,696,349	505,243	3,441,293
						1973 (61 markets)						
Gallons	22,934	558,216	600,924	1,182,074	10,086	40,710	40,300	91,096	33,020	598,926	641,224	1,273,170
Half gallons	31,784	1,036,367	50,032	1,118,183	37,475	149,419	6,562	193,456	69,259	1,185,786	56,594	1,311,639
Quarts	8,268	235,899	997	245,164	22,584	27,718	208	50,510	30,852	263,617	1,205	295,674
Pints	505	58,715	850	60,070	104	2,929	35	3,068	609	61,644	885	63,138
Half pints	1,293	346,415	7,491	355,199	47	1,716	128	1,891	1,340	348,131	7,619	357,090
Other	16	22,222	2,075	24,313		482	52	534	16	22,704	2,127	24,847
Total glass	64,800				70,296				135,096			
Bulk: 3/												
(5-10 qts.)	276	26	7,404	7,706	14	0	11,742	11,756	290	26	19,146	19,462
(over 10 qts.)	8,799	6	109,514	118,319	1,776	0	1,724	3,500	10,575	6	111,238	121,819
Total can	9,075				1,790				10,865			
Total	73,875	2,257,866	779,287	3,111,028	72,086	222,974	60,751	355,811	145,961	2,480,840	840,038	3,466,839

Continued

Table 3.--Summary of total fluid milk sales by method of distribution and size and type of container, by handlers regulated in Federal milk order markets 1/
November of selected years, 1963 to 1975

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL (Wholesale & Home-delivered)			Grand Total
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	
						Thousand pounds 1975 (56 markets)						
Gallons	7,099	545,702	807,894	1,360,695	4,371	21,996	34,894	61,261	11,470	567,698	842,788	1,421,956
Half gallons	23,405	942,362	39,954	1,005,721	25,819	100,061	3,923	129,803	49,224	1,042,423	43,877	1,135,524
Quarts	5,832	206,930	1,402	214,164	13,079	16,495	268	29,842	18,911	223,425	1,670	244,006
Pints	120	54,241	1,761	56,122	100	1,725	24	1,849	220	55,966	1,785	57,971
Half pints	373	351,136	10,665	362,174	54	1,271	209	1,534	427	352,407	10,874	363,708
Other	134	27,256	9,405	36,795	9	279	93	381	143	27,535	9,498	37,176
Total glass	36,963				43,432				80,395			
Bulk: 3/												
(5-10 qts.)	23	17	3,634	3,674			5,969	5,969	23	17	9,603	9,643
(over 10 qts.)	2,991	17	105,420	108,428	398		537	935	3,389	17	105,957	109,363
Total can	3,014				398				3,412			
Total	39,977	2,127,661	980,135	3,147,773	43,830	141,827	45,917	231,574	83,807	2,269,488	1,026,052	3,379,347

1/ Number of markets for which complete data were available.
2/ Includes 5-10 quart containers.
3/ Quantities indicated under glass represent metal cans; under plastic represent mostly plastic bag-in-box containers.

Table 4.--Summary of fluid milk sales by size and type of containers, by handlers regulated under 47 Federal milk order markets, November 1977 1/

Size of container 2/	Type of container			
	Glass	Paper	Plastic	Total
		Thousand pounds		
		Whole milk items 3/		
Gallons	3,862	255,449	831,469	1,090,780
Three quarts		1,737	3,493	5,230
Half gallons	15,827	590,248	30,637	636,712
Quarts	8,736	130,374	815	139,925
Pints	*	36,306	184	36,490
Third quarts		1,860	5	1,865
Ten ounces		8,067		8,067
Half pints	295	260,002	1,400	261,697
Total glass	28,720			
Six gallons	531		39,198	39,729
Five gallons	2,047		33,654	35,701
Two and one-half gallons	35		4,005	4,040
Total can	2,613			
All other sizes**	187	447	2,613	3,247
Total of all sizes	31,520	1,284,490	947,473	2,263,483
		Lowfat and skim milk items 4/		
Gallons	1,268	179,097	425,047	605,412
Three quarts		*	*	*
Half gallons	12,284	352,912	19,505	384,701
Quarts	2,283	58,779	79	61,141
Pints	6	6,858		6,864
Third quarts		174		174
Ten ounces		1,757		1,757
Half pints	49	119,472	507	120,028
Total glass	15,890			
Six gallons	*		10,748	10,748
Five gallons	634		13,355	13,989
Two and one-half gallons	*		1,367	1,367
Total can	634			
All other sizes**	478	734	3,036	4,248
Total of all sizes	17,002	719,783	473,644	1,210,429
		Total fluid milk items		
Gallons	5,130	434,546	1,256,516	1,696,192
Three quarts		1,737	3,493	5,230
Half gallons	28,111	943,160	50,142	1,021,413
Quarts	11,019	189,153	894	201,066
Pints	6	43,164	184	43,354
Third quarts		2,034	5	2,039
Ten ounces		9,824		9,824
Half pints	344	379,474	1,907	381,725
Total glass	44,610			
Six gallons	531		49,946	50,477
Five gallons	2,681		47,009	49,690
Two and one-half gallons	35		5,372	5,407
Total can	3,247			
All other sizes**	665	1,181	5,649	7,495
Total of all sizes	48,522	2,004,273	1,421,117	3,473,912

* Represents sales made by fewer than three handlers which cannot be shown without revealing the volume of their individual operations. ** Includes all restricted quantities. 1/ Based on total sales including both wholesale and home delivery. 2/ Two and one-half gallon and larger containers under glass represent metal cans; under plastic represent mostly bag-in-box containers.
3/ Whole milk items include plain and flavored whole milk. 4/ Lowfat and skim milk items include plain, added-solids and flavored lowfat and skim milk, and buttermilk.

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		CENTRAL ARIZONA		
GALLONS		4,375	5,085	9,460
HALF GALLONS		28,870		28,870
QUARTS		2,029		2,029
PINTS		1,074		1,074
THIRD QUARTS		220		220
HALF PINTS		4,036		4,036
TOTAL GLASS				
SIX GALLONS			1,413	1,413
TWO AND ONE-HALF GALLONS			246	246
TOTAL CAN				
ALL OTHER SIZES **				
TOTAL OF ALL SIZES		40,604	6,744	47,348
		CENTRAL ARKANSAS		
GALLONS	697	1,778	10,208	12,683
HALF GALLONS	220	6,693	*	6,913
QUARTS	*	1,014		1,014
PINTS		674		674
TEN OUNCES		*		*
HALF PINTS		3,449		3,449
TOTAL GLASS	917			
FIVE GALLONS			1,118	1,118
TOTAL CAN				
ALL OTHER SIZES **	11	37	56	104
TOTAL OF ALL SIZES	928	13,645	11,382	25,955
		CENTRAL ILLINOIS		
GALLONS		*	6,743	6,743
HALF GALLONS	994	4,178		5,172
QUARTS	15	333		348
TEN OUNCES		224		224
HALF PINTS	*	1,720		1,720
TOTAL GLASS	1,009			
SIX GALLONS	*		*	*
FIVE GALLONS	*		*	*
TOTAL CAN	*			
ALL OTHER SIZES **	80	393	856	1,329
TOTAL OF ALL SIZES	1,089	6,848	7,599	15,536

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
	CHICAGO REGIONAL			
GALLONS	505	81,966	80,742	163,213
THREE QUARTS			*	*
HALF GALLONS	1,885	45,059	*	46.944
QUARTS	77	8,738	*	8,815
PINTS		800		800
TEN OUNCES		1,159		1,159
HALF PINTS	3/	27,383	*	27,383
TOTAL GLASS	2,467			
SIX GALLONS	*		5,413	5.413
FIVE GALLONS	108		1,984	2,092
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN	108			
ALL OTHER SIZES **	24	57	736	817
TOTAL OF ALL SIZES	2,599	165,162	88,875	256,636
	EASTERN OHIO-WESTERN PENNSYLVANIA			
GALLONS	*	23,936	40,081	64,017
HALF GALLONS	1,034	74,585	359	75,978
QUARTS	383	5,593	*	5,976
PINTS		1,725		1,725
THIRD QUARTS		171		171
TEN OUNCES		316		316
HALF PINTS		13,189		13,189
TOTAL GLASS	1,417			
SIX GALLONS	*		2,245	2,245
FIVE GALLONS	33		941	974
TWO AND ONE-HALF GALLONS			135	135
TOTAL CAN	33			
ALL OTHER SIZES **	17	13	79	109
TOTAL OF ALL SIZES	1,467	119,528	43,840	164,835
	EASTERN COLORADO			
GALLONS	*	4,064	16,125	20,189
HALF GALLONS	*	20,258	*	20,258
QUARTS	53	1,924		1,977
PINTS		509		509
TEN OUNCES		585		585
HALF PINTS		4,731		4,731
TOTAL GLASS	53			
SIX GALLONS			2,002	2,002
FIVE GALLONS			*	*
TWO AND ONE-HALF GALLONS			19	19
TOTAL CAN				
ALL OTHER SIZES **	1,093	3	675	1,771
TOTAL OF ALL SIZES	1,146	32,074	18,821	52,041

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
			EASTERN SOUTH DAKOTA	
GALLONS			4,095	4,095
HALF GALLONS		5,203		5,203
QUARTS		419		419
HALF PINTS		1,357		1,357
TOTAL GLASS				
SIX GALLONS			*	*
FIVE GALLONS			*	*
TOTAL CAN				
ALL OTHER SIZES **			1,004	1,004
TOTAL OF ALL SIZES		6,979	5,099	12,078
			GEORGIA	
GALLONS	*		51,949	51,949
THREE QUARTS		*		*
HALF GALLONS	*	10,902	5,093	15,995
QUARTS	*	4,802		4,802
PINTS		1,938		1,938
TEN OUNCES		252		252
HALF PINTS	3/	15,694	*	15,694
TOTAL GLASS	3/			
SIX GALLONS	3/		644	644
FIVE GALLONS	46		1,914	1,960
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN	46			
ALL OTHER SIZES **	1,671	103	58	1,832
TOTAL OF ALL SIZES	1,717	33,691	59,658	95,066
			GREAT BASIN	
GALLONS	32	2,512	16,989	19,533
HALF GALLONS	1,655	7,223	1,910	10,788
QUARTS	82	1,254	38	1,374
PINTS		163		163
THIRD QUARTS		210	5	215
HALF PINTS	2	3,710		3,712
TOTAL GLASS	1,771			
SIX GALLONS			427	427
FIVE GALLONS	3		431	434
TWO AND ONE-HALF GALLONS			22	22
TOTAL CAN	3			
ALL OTHER SIZES **			22	22
TOTAL OF ALL SIZES	1,774	15,072	19,844	36,690

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		GREATER KANSAS CITY		
GALLONS		532	22,213	22,745
HALF GALLONS		11,176	*	11,176
QUARTS	*	1,471		1,471
PINTS		172		172
HALF PINTS		5,461		5,461
TOTAL GLASS	*			
SIX GALLONS			402	402
FIVE GALLONS			1,124	1,124
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN				
ALL OTHER SIZES **	18	10	1,038	1,066
TOTAL OF ALL SIZES	18	18,822	24,777	43,617
		GREATER LOUISIANA		
GALLONS	246	1,224	16,883	18,353
THREE QUARTS		*		*
HALF GALLONS	*	12,634	*	12,634
QUARTS	4	1,334	*	1,338
PINTS		1,071	*	1,071
THIRD QUARTS		92		92
HALF PINTS		6,790	*	6,790
TOTAL GLASS	250			
SIX GALLONS			1,139	1,139
FIVE GALLONS			459	459
TWO AND ONE-HALF GALLONS			54	54
TOTAL CAN				
ALL OTHER SIZES **	207	24	1,462	1,693
TOTAL OF ALL SIZES	457	23,169	19,997	43,623
		INDIANA		
GALLONS		31,884	28,756	60,640
THREE QUARTS		*		*
HALF GALLONS	489	17,584		18,073
QUARTS	*	2,625		2,625
PINTS		371		371
TEN OUNCES		1,030		1,030
HALF PINTS		12,409	*	12,409
TOTAL GLASS	489			
SIX GALLONS			705	705
FIVE GALLONS			2,172	2,172
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN				
ALL OTHER SIZES **	8	502	863	1,373
TOTAL OF ALL SIZES	497	66,405	32,496	99,398

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		INLAND EMPIRE		
GALLONS		7,325	504	7,829
HALF GALLONS	*	3,391	5	3,396
QUARTS		596	1	597
PINTS		76		76
TEN OUNCES		46		46
HALF PINTS		1,365		1,365
TOTAL GLASS	*			
SIX GALLONS			760	760
TOTAL CAN				
ALL OTHER SIZES **	53		3/	53
TOTAL OF ALL SIZES	53	12,799	1,270	14,122
		IOWA		
GALLONS	42	1,448	36,252	37,742
HALF GALLONS	700	12,613	*	13,313
QUARTS	33	1,801		1,834
PINTS		18		18
TEN OUNCES		682		682
HALF PINTS		7,979	*	7,979
TOTAL GLASS	775			
SIX GALLONS			1,044	1,044
FIVE GALLONS	24		1,233	1,257
TOTAL CAN	24			
ALL OTHER SIZES **	1		155	156
TOTAL OF ALL SIZES	800	24,541	38,684	64,025
		LAKE MEAD		
GALLONS		29	2,191	2,220
HALF GALLONS		2,985		2,985
QUARTS		561		561
PINTS		*		*
THIRD QUARTS		*		*
HALF PINTS		737		737
TOTAL GLASS				
SIX GALLONS			*	*
TOTAL CAN				
ALL OTHER SIZES **		181	815	996
TOTAL OF ALL SIZES		4,493	3,006	7,499

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
	LOUISVILLE-LEXINGTON-EVANSVILLE			
GALLONS		3,442	30,753	34,195
HALF GALLONS	*	9,749	*	9,749
QUARTS		1,818		1,818
PINTS		1,382		1,382
TEN OUNCES		266		266
HALF PINTS		8,409	105	8,514
TOTAL GLASS	*			
SIX GALLONS			484	484
FIVE GALLONS			460	460
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN				
ALL OTHER SIZES **	390		1,326	1,716
TOTAL OF ALL SIZES	390	25,066	33,128	58,584
	MEMPHIS			
GALLONS			10,631	10,631
HALF GALLONS		6,476		6,476
QUARTS		1,315		1,315
PINTS		762		762
TEN OUNCES		87		87
HALF PINTS		3,888		3,888
TOTAL GLASS				
FIVE GALLONS			306	306
TOTAL CAN				
ALL OTHER SIZES **			10	10
TOTAL OF ALL SIZES		12,528	10,947	23,475
	MICHIGAN UPPER PENINSULA			
GALLONS	*	*	1,177	1,177
THREE QUARTS		*		*
HALF GALLONS	*	1,749	*	1,749
QUARTS	*	256		256
HALF PINTS	3/	562	*	562
TOTAL GLASS	3/			
SIX GALLONS			91	91
FIVE GALLONS	46		*	46
TOTAL CAN	46			
ALL OTHER SIZES **	158	103	210	471
TOTAL OF ALL SIZES	204	2,670	1,478	4,352

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		MIDDLE ATLANTIC		
GALLONS	406	18,969	124,876	144,251
HALF GALLONS	2,673	67,046	4,786	74,505
QUARTS	1,144	17,116	*	18,260
PINTS	*	4,967		4,967
THIRD QUARTS		207		207
TEN OUNCES		273		273
HALF PINTS	*	29,006	*	29,006
TOTAL GLASS	4,223			
SIX GALLONS			2,950	2,950
FIVE GALLONS	306		3,717	4,023
TWO AND ONE-HALF GALLONS	*		854	854
TOTAL CAN	306			
ALL OTHER SIZES **	169		343	512
TOTAL OF ALL SIZES	4,698	137,534	137,526	279,808
		NASHVILLE		
GALLONS		*	11,439	11,439
HALF GALLONS		6,319		6,319
QUARTS		1,134		1,134
PINTS		709		709
TEN OUNCES		182		182
HALF PINTS		4,157		4,157
TOTAL GLASS				
FIVE GALLONS			680	680
TOTAL CAN				
ALL OTHER SIZES **		599		599
TOTAL OF ALL SIZES		13,100	12,119	25,219
		NEBRASKA-WESTERN IOWA		
GALLONS	*	436	24,378	24,814
HALF GALLONS	*	12,921	344	13,265
QUARTS	*	1,419		1,419
PINTS		*		*
HALF PINTS		5,011		5,011
TOTAL GLASS	*			
SIX GALLONS			668	668
FIVE GALLONS	*		1,027	1,027
TWO AND ONE-HALF GALLONS			157	157
TOTAL CAN	*			
ALL OTHER SIZES **	51	32	220	303
TOTAL OF ALL SIZES	51	19,819	26,794	46,664

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		NEW ENGLAND		
GALLONS	53	12,515	103,964	116,532
HALF GALLONS	578	79,684	6,722	86,984
QUARTS	451	12,000		12,451
PINTS		194		194
TEN OUNCES		208		208
HALF PINTS		20,771		20,771
TOTAL GLASS	1,082			
SIX GALLONS			6,591	6,591
FIVE GALLONS	235		172	407
TWO AND ONE-HALF GALLONS			1,877	1,877
TOTAL CAN	235			
ALL OTHER SIZES **		340	137	477
TOTAL OF ALL SIZES	1,317	125,712	119,463	246,492
		NEW ORLEANS-MISSISSIPPI		
GALLONS	502	1,568	27,605	29,675
HALF GALLONS	*	17,407	2,023	19,430
QUARTS	*	3,307		3,307
PINTS		2,015		2,015
THIRD QUARTS		*		*
TEN OUNCES		*		*
HALF PINTS		10,565		10,565
TOTAL GLASS	502			
SIX GALLONS	*		809	809
FIVE GALLONS	10		460	470
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN	10			
ALL OTHER SIZES **	135	96	5	236
TOTAL OF ALL SIZES	647	34,958	30,902	66,507
		NEW YORK-NEW JERSEY		
GALLONS	589	26,708	74,952	102,249
THREE QUARTS		1,320	4,732	6,052
HALF GALLONS	6,842	134,545	10,813	152,200
QUARTS	7,052	67,311	451	74,814
PINTS		2,938		2,938
THIRD QUARTS		850		850
HALF PINTS	15	37,717	236	37,968
TOTAL GLASS	14,498			
SIX GALLONS			6,423	6,423
FIVE GALLONS	209		3,277	3,486
TWO AND ONE-HALF GALLONS	1		474	475
TOTAL CAN	210			
ALL OTHER SIZES **	1	23	70	94
TOTAL OF ALL SIZES	14,709	271,412	101,428	387,549

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		OHIO VALLEY		
GALLONS	216	66,614	50,904	117,734
HALF GALLONS	1,617	37,097	986	39,700
QUARTS	175	5,526	35	5,736
PINTS		2,334	15	2,349
TEN OUNCES		474		474
HALF PINTS		19,525	93	19,618
TOTAL GLASS	2,008			
SIX GALLONS			720	720
FIVE GALLONS	795		2,283	3,078
TWO AND ONE-HALF GALLONS			256	256
TOTAL CAN	795			
ALL OTHER SIZES **				
TOTAL OF ALL SIZES	2,803	131,570	55,292	189,665
		OKLAHOMA METROPOLITAN		
GALLONS		8,097	14,942	23,039
HALF GALLONS		15,661		15,661
QUARTS		1,606		1,606
PINTS		584		584
THIRD QUARTS		76		76
TEN OUNCES		76		76
HALF PINTS		4,632		4,632
TOTAL GLASS				
SIX GALLONS			553	553
FIVE GALLONS			615	615
TWO AND ONE-HALF GALLONS			411	411
TOTAL CAN				
ALL OTHER SIZES **			3	3
TOTAL OF ALL SIZES		30,732	16,524	47,256
		OREGON-WASHINGTON		
GALLONS	787	30,153	3,765	34,705
HALF GALLONS	1,068	19,678	1,091	21,837
QUARTS	13	3,485		3,498
PINTS		120		120
THIRD QUARTS		*		*
TEN OUNCES		224		224
HALF PINTS	55	5,384		5,439
TOTAL GLASS	1,923			
SIX GALLONS			1,361	1,361
FIVE GALLONS	115		66	181
TOTAL CAN	115			
ALL OTHER SIZES **	136	36	186	358
TOTAL OF ALL SIZES	2,174	59,080	6,469	67,723

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		PUGET SOUND		
GALLONS	*	22,256	*	22,256
HALF GALLONS	*	22,668	982	23,650
QUARTS	*	3,094		3,094
PINTS		330		330
TEN OUNCES		294		294
HALF PINTS		4,645		4,645
TOTAL GLASS	*			
SIX GALLONS	*		2,850	2,850
FIVE GALLONS			*	*
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN	*			
ALL OTHER SIZES **	260		94	354
TOTAL OF ALL SIZES	260	53,287	3,926	57,473
		RED RIVER VALLEY		
GALLONS		1,195	1,583	2,778
HALF GALLONS		2,455		2,455
QUARTS		238		238
PINTS		161		161
THIRD QUARTS		9		9
HALF PINTS		1,314		1,314
TOTAL GLASS				
SIX GALLONS			58	58
FIVE GALLONS			689	689
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN				
ALL OTHER SIZES **			16	16
TOTAL OF ALL SIZES		5,372	2,346	7,718
		RIO GRANDE VALLEY		
GALLONS		7,177	2,569	9,746
HALF GALLONS	199	11,662		11,861
QUARTS		941		941
PINTS		262		262
HALF PINTS		4,250		4,250
TOTAL GLASS	199			
SIX GALLONS			547	547
FIVE GALLONS			791	791
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN				
ALL OTHER SIZES **			58	58
TOTAL OF ALL SIZES	199	24,292	3,965	28,456

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
	SOUTHEASTERN FLORIDA			
GALLONS			28,784	28,784
HALF GALLONS		13,135	6,464	19,599
QUARTS		3,823		3,823
PINTS		1,395		1,395
HALF PINTS		5,418		5,418
TOTAL GLASS				
FIVE GALLONS	*		952	952
TOTAL CAN	*			
ALL OTHER SIZES **	18			18
TOTAL OF ALL SIZES	18	23,771	36,200	59,989
	SOUTHERN ILLINOIS			
GALLONS		1,291	21,973	23,264
HALF GALLONS	*	10,121		10,121
QUARTS	*	1,244		1,244
PINTS		51		51
TEN OUNCES		572		572
HALF PINTS		7,336		7,336
TOTAL GLASS	*			
SIX GALLONS			*	*
FIVE GALLONS	*		3,564	3,564
TOTAL CAN	*			
ALL OTHER SIZES **	1,522		64	1,586
TOTAL OF ALL SIZES	1,522	20,615	25,601	47,738
	SOUTHERN MICHIGAN			
GALLONS	10	11,713	98,537	110,260
HALF GALLONS	1,358	42,786	2,233	46,377
QUARTS	297	5,761	21	6,079
PINTS	6	2,322	32	2,360
TEN OUNCES		1,180		1,180
HALF PINTS	215	17,531	222	17,968
TOTAL GLASS	1,886			
SIX GALLONS	11		1,448	1,459
FIVE GALLONS	149		2,343	2,492
TWO AND ONE-HALF GALLONS			19	19
TOTAL CAN	160			
ALL OTHER SIZES **			156	156
TOTAL OF ALL SIZES	2,046	81,293	105,011	188,350

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		ST. LOUIS-OZARKS		
GALLONS		880	63,013	63,893
HALF GALLONS	1,236	18,791	*	20,027
QUARTS	*	2,811		2,811
PINTS		792		792
THIRD QUARTS		*		*
TEN OUNCES		*		*
HALF PINTS		11,502		11,502
TOTAL GLASS	1,236			
SIX GALLONS			*	*
FIVE GALLONS			2,467	2,467
TOTAL CAN				
ALL OTHER SIZES **	26	297	1,033	1,356
TOTAL OF ALL SIZES	1,262	35,073	66,513	102,848
		TAMPA BAY		
GALLONS		*	20,900	20,900
HALF GALLONS		9,094	1,960	11,054
QUARTS	*	2,437		2,437
PINTS		923		923
TEN OUNCES		*		*
HALF PINTS		4,541		4,541
TOTAL GLASS	*			
SIX GALLONS	3/		486	486
FIVE GALLONS	*		582	582
TOTAL CAN	3/			
ALL OTHER SIZES **	7	438		445
TOTAL OF ALL SIZES	7	17,433	23,928	41,368
		TENNESSEE VALLEY		
GALLONS		*	32,029	32,029
HALF GALLONS		15,490	206	15,696
QUARTS		2,091		2,091
PINTS		3,041		3,041
TEN OUNCES		253		253
HALF PINTS		10,225		10,225
TOTAL GLASS				
SIX GALLONS			639	639
FIVE GALLONS			1,178	1,178
TOTAL CAN				
ALL OTHER SIZES **		150		150
TOTAL OF ALL SIZES		31,250	34,052	65,302

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		TEXAS		
GALLONS	174	26,622	97,457	124,253
THREE QUARTS		32		32
HALF GALLONS	20	49,266	579	49,865
QUARTS		8,155	13	8,168
PINTS		6,724	76	6,800
THIRD QUARTS		6		6
HALF PINTS		25,410	396	25,806
TOTAL GLASS	194			
SIX GALLONS			2,614	2,614
FIVE GALLONS			3,174	3,174
TWO AND ONE-HALF GALLONS			402	402
TOTAL CAN				
ALL OTHER SIZES **			265	265
TOTAL OF ALL SIZES	194	116,215	104,976	221,385
		UPPER FLORIDA		
GALLONS		*	30,828	30,828
HALF GALLONS		9,153	*	9,153
QUARTS		2,489		2,489
PINTS		1,608		1,608
TEN OUNCES		30		30
HALF PINTS		6,422		6,422
TOTAL GLASS				
SIX GALLONS			*	*
FIVE GALLONS			1,487	1,487
TOTAL CAN				
ALL OTHER SIZES **		326	63	389
TOTAL OF ALL SIZES		20,028	32,378	52,406
		UPPER MIDWEST		
GALLONS	43	24,684	25,244	49,971
HALF GALLONS	1,513	52,668		54,181
QUARTS	362	3,478	*	3,840
PINTS		214		214
THIRD QUARTS		*		*
TEN OUNCES		831		831
HALF PINTS	*	14,308	*	14,308
TOTAL GLASS	1,918			
SIX GALLONS	*		1,791	1,791
FIVE GALLONS	76		3,518	3,594
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN	76			
ALL OTHER SIZES **	132	195	1,467	1,794
TOTAL OF ALL SIZES	2,126	96,378	32,020	130,524

Continued

TABLE 5. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER SELECTED FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		WESTERN COLORADO		
GALLONS		1,013	721	1,734
HALF GALLONS		1,528		1,528
QUARTS		195		195
PINTS		33		33
TEN OUNCES		41		41
HALF PINTS		477		477
TOTAL GLASS				
FIVE GALLONS			228	228
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN				
ALL OTHER SIZES **		3/	6	6
TOTAL OF ALL SIZES		3,287	955	4,242
		WICHITA		
GALLONS	34	2,896	7,432	10,362
HALF GALLONS	24	4,500	4	4,528
QUARTS	5	684	1	690
TEN OUNCES		*		*
HALF PINTS		1,996		1,996
TOTAL GLASS	63			
SIX GALLONS	*			*
FIVE GALLONS	144			144
TWO AND ONE-HALF GALLONS	*			*
TOTAL CAN	144			
ALL OTHER SIZES **	296	63		359
TOTAL OF ALL SIZES	503	10,139	7,437	18,079

* Represents sales made by fewer than three handlers which cannot be shown without revealing the volume of their individual operations.

** Includes all restricted quantities.

1/ Based on total sales including both wholesale and home-delivery.

2/ Two and one-half gallon and larger containers under glass represent metal cans; under plastic represent mostly bag-in-box containers.

3/ Less than 500 pounds.

TABLE 6. INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 47 FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
	WHOLE MILK			
GALLONS	3,838	255,362	829,915	1,089,115
THREE QUARTS		1,719	3,493	5,212
HALF GALLONS	15,634	589,051	29,734	634,419
QUARTS	8,621	119,433	645	128,699
PINTS	3/	23,283	76	23,359
THIRD QUARTS		1,382	5	1,387
TEN OUNCES		6,632		6,632
HALF PINTS	287	195,518	745	196,550
TOTAL GLASS	28,380			
SIX GALLONS	508		37,554	38,062
FIVE GALLONS	2,023		32,002	34,025
TWO AND ONE-HALF GALLONS	35		3,992	4,027
TOTAL CAN	2,566			
ALL OTHER SIZES **	168	442	2,443	3,053
TOTAL OF ALL SIZES	31,114	1,192,322	940,604	2,164,540
	FLAVORED WHOLE MILK PRODUCTS			
GALLONS	*	88	1,556	1,644
THREE QUARTS		*		*
HALF GALLONS	190	1,200	907	2,297
QUARTS	114	10,946	169	11,229
PINTS	*	13,024	108	13,132
THIRD QUARTS		476		476
TEN OUNCES		1,434		1,434
HALF PINTS	7	64,485	653	65,145
TOTAL GLASS	311			
SIX GALLONS	24		1,646	1,670
FIVE GALLONS	23		1,651	1,674
TWO AND ONE-HALF GALLONS			15	15
TOTAL CAN	47			
ALL OTHER SIZES **	40	24	171	235
TOTAL OF ALL SIZES	398	91,677	5,876	93,951
	2% LOWFAT MILK - PLAIN			
GALLONS	947	104,456	207,147	312,550
THREE QUARTS		*	*	*
HALF GALLONS	7,722	145,171	6,330	159,223
QUARTS	98	5,187	25	5,310
PINTS		*		*
THIRD QUARTS		*		*
TEN OUNCES		150		150
HALF PINTS		34,523	*	34,523
TOTAL GLASS	8,767			
SIX GALLONS	*		5,633	5,633
FIVE GALLONS	319		8,433	8,752
TWO AND ONE-HALF GALLONS	*		330	330
TOTAL CAN	319			
ALL OTHER SIZES **	366	469	2,799	3,634
TOTAL OF ALL SIZES	9,452	239,956	230,697	530,105

Continued

TABLE 6. INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 47 FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
		2% LOWFAT MILK - MILK SOLIDS ADDED		
GALLONS	29	30,659	60,685	91,373
THREE QUARTS		*		*
HALF GALLONS	1,460	58,046	4,136	63,642
QUARTS	367	5,712		6,079
PINTS	6			6
THIRD QUARTS		*		*
HALF PINTS	*	6,779		6,779
TOTAL GLASS	1,862			
SIX GALLONS	*		953	953
FIVE GALLONS	108		988	1,096
TWO AND ONE-HALF GALLONS			950	950
TOTAL CAN	108			
ALL OTHER SIZES **	56	124	21	201
TOTAL OF ALL SIZES	2,026	101,320	67,733	171,079
		1% LOWFAT MILK - PLAIN		
GALLONS	26	16,196	50,646	66,868
HALF GALLONS	509	13,752	845	15,106
QUARTS	*	526	2	528
TEN OUNCES		*		*
HALF PINTS		824		824
TOTAL GLASS	535			
SIX GALLONS			463	463
FIVE GALLONS	*		838	838
TWO AND ONE-HALF GALLONS			50	50
TOTAL CAN	*			
ALL OTHER SIZES **	29	7	9	45
TOTAL OF ALL SIZES	564	31,305	52,853	84,722
		1% LOWFAT MILK - MILK SOLIDS ADDED		
GALLONS		14,229	60,790	75,019
HALF GALLONS	110	29,973	3,729	33,812
QUARTS	10	3,815		3,825
TEN OUNCES		21		21
HALF PINTS		750	*	750
TOTAL GLASS	120			
SIX GALLONS	*		212	212
FIVE GALLONS	25		90	115
TWO AND ONE-HALF GALLONS			32	32
TOTAL CAN	25			
ALL OTHER SIZES **	1		125	126
TOTAL OF ALL SIZES	146	48,788	64,978	113,912

Continued

TABLE 6. INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 47 FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
		SKIM MILK - PLAIN		
GALLONS	*	5,569	23,113	28,682
HALF GALLONS	1,470	35,031	1,950	38,451
QUARTS	940	8,248	*	9,188
THIRD QUARTS		*		*
TEN OUNCES		90		90
HALF PINTS	3/	6,272	3/	6,272
TOTAL GLASS	2,410			
SIX GALLONS	*		1,336	1,336
FIVE GALLONS	*		991	991
TWO AND ONE-HALF GALLONS			1	1
TOTAL CAN	*			
ALL OTHER SIZES **	324	19	162	505
TOTAL OF ALL SIZES	2,734	55,229	27,553	85,516
		SKIM MILK - MILK SOLIDS ADDED		
GALLONS	3/	6,344	11,954	18,298
HALF GALLONS	915	34,707	1,495	37,117
QUARTS	704	9,058	7	9,769
THIRD QUARTS		*		*
TEN OUNCES		40		40
HALF PINTS		4,266		4,266
TOTAL GLASS	1,619			
SIX GALLONS			985	985
FIVE GALLONS	81		1,029	1,110
TOTAL CAN	81			
ALL OTHER SIZES **	14	94	134	242
TOTAL OF ALL SIZES	1,714	54,509	15,604	71,827
		FLAVORED LOWFAT AND SKIM MILK PRODUCTS		
GALLONS		1,338	9,740	11,078
THREE QUARTS			*	*
HALF GALLONS	77	4,427	685	5,189
QUARTS	28	5,335	20	5,383
PINTS		6,126		6,126
THIRD QUARTS		105		105
TEN OUNCES		1,277		1,277
HALF PINTS	4	64,614	188	64,806
TOTAL GLASS	109			
SIX GALLONS	*		1,015	1,015
FIVE GALLONS	54		880	934
TOTAL CAN	54			
ALL OTHER SIZES **	23	17	101	141
TOTAL OF ALL SIZES	186	83,239	12,629	96,054

Continued

TABLE 6. INDIVIDUAL FLUID MILK PRODUCTS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER 47 FEDERAL MILK ORDER MARKETS, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
	BUTTERMILK			
GALLONS	*	309	974	1,283
THREE QUARTS		*		*
HALF GALLONS	21	31,795	336	32,152
QUARTS	122	20,907	19	21,048
PINTS		699		699
THIRD QUARTS		11		11
TEN OUNCES		174		174
HALF PINTS	1	1,443		1,444
TOTAL GLASS	144			
SIX GALLONS			145	145
FIVE GALLONS	14		110	124
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN	14			
ALL OTHER SIZES **	29	104	15	148
TOTAL OF ALL SIZES	137	55,442	1,599	57,228

* Represents sales made by fewer than three handlers which cannot be shown without revealing the volume of their individual operations.

** Includes all restricted quantities.

1/ Based on total sales including both wholesale and home-delivery.

2/ Two and one-half gallon and larger containers under glass represent metal cans; under plastic represent mostly bag-in-box containers.

3/ Less than 500 pounds.

TABLE 7. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER FEDERAL MILK ORDER MARKETS, GROUPED BY REGION, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
	NEW ENGLAND			
GALLONS	53	12,515	103,964	116,532
HALF GALLONS	578	79,684	6,722	86,984
QUARTS	451	12,000		12,451
PINTS		194		194
TEN OUNCES		208		208
HALF PINTS		20,771		20,771
TOTAL GLASS	1,082			
SIX GALLONS			6,591	6,591
FIVE GALLONS	235		172	407
TWO AND ONE-HALF GALLONS			1,877	1,877
TOTAL CAN	235			
ALL OTHER SIZES **		340	137	477
TOTAL OF ALL SIZES	1,317	125,712	119,463	246,492
	MIDDLE ATLANTIC			
GALLONS	994	45,677	199,828	246,499
THREE QUARTS		1,320	4,732	6,052
HALF GALLONS	9,515	201,592	15,599	226,706
QUARTS	8,196	84,427	561	93,184
PINTS	*	7,905		7,905
THIRD QUARTS		1,057		1,057
TEN OUNCES		273		273
HALF PINTS	22	66,723	463	67,208
TOTAL GLASS	18,727			
SIX GALLONS			9,373	9,373
FIVE GALLONS	515		6,994	7,509
TWO AND ONE-HALF GALLONS	134		1,328	1,462
TOTAL CAN	649			
ALL OTHER SIZES **	30	23	76	129
TOTAL OF ALL SIZES	19,406	408,997	238,954	667,357
	SOUTH ATLANTIC			
GALLONS	*	*	132,461	132,461
THREE QUARTS		*		*
HALF GALLONS	*	42,283	13,550	55,833
QUARTS	*	13,551		13,551
PINTS		5,864		5,864
TEN OUNCES		287		287
HALF PINTS	3/	32,075	*	32,075
TOTAL GLASS	3/			
SIX GALLONS	*		1,162	1,162
FIVE GALLONS	65		4,936	5,001
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN	65			
ALL OTHER SIZES **	1,678	863	58	2,599
TOTAL OF ALL SIZES	1,743	94,923	152,167	243,833

Continued

TABLE 7. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER FEDERAL MILK ORDER MARKETS, GROUPED BY REGION, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
		THOUSAND POUNDS		
		EAST NORTH CENTRAL		
GALLONS	749	221,244	359,667	581,660
THREE QUARTS		*	*	*
HALF GALLONS	9,337	242,908	4,647	256,892
QUARTS	978	31,392	132	33,002
PINTS	6	8,984	47	9,037
THIRD QUARTS		171		171
TEN OUNCES		5,220		5,220
HALF PINTS	220	108,062	719	109,001
TOTAL GLASS	11,290			
SIX GALLONS	61		11,515	11,576
FIVE GALLONS	1,164		14,276	15,440
TWO AND ONE-HALF GALLONS			598	598
TOTAL CAN	1,225			
ALL OTHER SIZES **	100	669	1,721	2,490
TOTAL OF ALL SIZES	12,615	619,150	393,322	1,025,087
		WEST NORTH CENTRAL		
GALLONS	120	30,876	182,628	213,624
HALF GALLONS	3,488	117,872	1,184	122,544
QUARTS	474	12,082	56	12,612
PINTS		1,227		1,227
THIRD QUARTS		*		*
TEN OUNCES		1,808		1,808
HALF PINTS	*	47,614	*	47,614
TOTAL GLASS	4,082			
SIX GALLONS	*		4,988	4,988
FIVE GALLONS	250		10,261	10,511
TWO AND ONE-HALF GALLONS	*		316	316
TOTAL CAN	250			
ALL OTHER SIZES **	429	270	1,894	2,593
TOTAL OF ALL SIZES	4,761	211,749	201,327	417,837
		EAST SOUTH CENTRAL		
GALLONS		*	54,098	54,098
HALF GALLONS		28,285	206	28,491
QUARTS		4,539		4,539
PINTS		4,511		4,511
TEN OUNCES		521		521
HALF PINTS		18,271		18,271
TOTAL GLASS				
SIX GALLONS			639	639
FIVE GALLONS			2,164	2,164
TOTAL CAN				
ALL OTHER SIZES **		749	10	759
TOTAL OF ALL SIZES		56,876	57,117	113,993

Continued

TABLE 7. TOTAL FLUID MILK ITEMS SOLD IN VARIOUS SIZES AND TYPES OF CONTAINERS BY HANDLERS REGULATED UNDER FEDERAL MILK ORDER MARKETS, GROUPED BY REGION, NOVEMBER 1977 1/

SIZE OF CONTAINER 2/	TYPE OF CONTAINER			
	GLASS	PAPER	PLASTIC	TOTAL
	THOUSAND POUNDS			
		WEST SOUTH CENTRAL		
GALLONS	1,619	40,485	168,678	210,782
THREE QUARTS		57		57
HALF GALLONS	447	104,115	3,613	108,175
QUARTS	43	15,654	108	15,805
PINTS		11,230	138	11,368
THIRD QUARTS		213		213
TEN OUNCES		161		161
HALF PINTS		52,159	614	52,773
TOTAL GLASS	2,109			
SIX GALLONS	*		5,173	5,173
FIVE GALLONS	10		6,515	6,525
TWO AND ONE-HALF GALLONS			883	883
TOTAL CAN	10			
ALL OTHER SIZES **	107	17	406	530
TOTAL OF ALL SIZES	2,226	224,091	186,128	412,445
		MOUNTAIN		
GALLONS	542	19,170	43,680	63,392
HALF GALLONS	2,436	72,527	2,541	77,504
QUARTS	135	6,904	38	7,077
PINTS		2,157		2,157
THIRD QUARTS		495	5	500
TEN OUNCES		626		626
HALF PINTS	2	17,940		17,942
TOTAL GLASS	3,115			
SIX GALLONS			5,204	5,204
FIVE GALLONS	3		1,476	1,479
TWO AND ONE-HALF GALLONS			338	338
TOTAL CAN	3			
ALL OTHER SIZES **		4	53	57
TOTAL OF ALL SIZES	3,118	119,823	53,335	176,276
		PACIFIC		
GALLONS	800	59,734	4,346	64,882
HALF GALLONS	1,327	45,737	2,078	49,142
QUARTS	32	7,175	1	7,208
PINTS		526		526
THIRD QUARTS		*		*
TEN OUNCES		565		565
HALF PINTS	55	11,393		11,448
TOTAL GLASS	2,214			
SIX GALLONS	*		4,970	4,970
FIVE GALLONS	115		71	186
TWO AND ONE-HALF GALLONS			*	*
TOTAL CAN	115			
ALL OTHER SIZES **	159	36	197	392
TOTAL OF ALL SIZES	2,488	125,166	11,665	139,319

* Represents sales made by fewer than three handlers which cannot be shown without revealing the volume of their individual operations.

** Includes all restricted quantities.

1/ Based on total sales including both wholesale and home-delivery. See Appendix D for markets included in each region. Excludes Black Hills, Fort Smith, Lubbock-Plainview, Neosho Valley, Paducah, and Texas Panhandle.

2/ Two and one-half gallon and larger containers under glass represent metal cans; under plastic represent mostly bag-in-box containers.

3/ Less than 500 pounds.

Table 8.--Size and type of containers in which the larger volumes of selected fluid cream and specialty products are sold by handlers regulated under Federal milk orders, November 1977 1/

Region and Market	Milk and Cream Mixtures		Light Cream		Heavy Cream	
	First Container	Second Container	First Container	Second Container	First Container	Second Container
NEW ENGLAND						
New England	½ gal.-p	pt.-p	½ gal.-p	pt.-p	pt.-p	½ pt.-p
MIDDLE ATLANTIC						
New York-New Jersey	pt.-p	qt.-p	pt.-p	qt.-p	½ pt.-p	pt.-p
Middle Atlantic	pt.-p	qt.-p	pt.-p	½ pt.-p	½ pt.-p	qt.-p
SOUTH ATLANTIC						
Tampa Bay	pt.-p	qt.-p	qt.-p	½ pt.-p	½ pt.-p	qt.-p
Southeastern Fla.	pt.-p	½ oz.-pl	qt.-p	½ pt.-p	½ pt.-p	qt.-p
Upper Florida	pt.-p	½ oz.-pl	½ pt.-p	qt.-p	½ pt.-p	qt.-p
Georgia	qt.-p	pt.-p	15 oz.-c	qt.-p	½ pt.-p	qt.-p
EAST NORTH CENTRAL						
Southern Michigan	qt.-p	pt.-p	½ pt.-p	qt.-p	½ pt.-p	qt.-p
E. Ohio- W. Pa.	pt.-p	qt.-p	½ pt.-p	qt.-p	½ pt.-p	qt.-p
Ohio Valley	pt.-p	qt.-p	½ pt.-p	qt.-p	½ pt.-p	---
Mich. Upper Penin.	pt.-p	qt.-p	---	---	½ pt.-p	½ pt.-g
Chicago Regional	½ gal.-p	qt.-p	qt.-p	7 oz.-c	qt.-p	½ pt.-p
Louisville-Lex-Evan.	pt.-p	½ oz.-p	---	---	½ pt.-p	qt.-p
Indiana	pt.-p	½ oz.-pl	½ pt.-p	qt.-p	½ pt.-p	qt.-p
Southern Illinois	pt.-p	qt.-p	---	---	½ pt.-p	qt.-p
Central Illinois	pt.-p	qt.-p	---	---	½ pt.-p	½ pt.-g
WEST NORTH CENTRAL						
Upper Midwest	pt.-p	qt.-p	pt.p	½ pt.-p	pt.-p	½ pt.-p
Eastern S. Dakota	pt.-p	---	---	---	½ pt.-p	pt.-p
Black Hills	pt.-p	---	---	---	½ pt.-p	---
Iowa	pt.-p	qt.-p	7 oz.-c	pt.-p	½ pt.-p	qt.-p
Nebraska- W. Iowa	pt.-p	qt.-p	7 oz.-c	15 oz.-c	½ pt.-p	qt.-p
St. Louis-Ozarks	pt.-p	qt.-p	½ pt.-p	qt.-p	½ pt.-p	qt.-p
WEST NORTH CENTRAL						
Greater Kansas City	pt.-p	qt.-p	qt.-g	½ pt.-g	½ pt.-p	pt.-p
Neosho Valley	pt.-p	½ gal.-g	---	---	½ pt.-g	pt.-g
Wichita	pt.-p	qt.-p	---	---	½ pt.-p	qt.-p
EAST SOUTH CENTRAL						
Paducah	pt.-p	½ oz.-p	qt.-p	½ pt.-p	½ pt.-p	qt.-p
Nashville	pt.-p	½ oz.-p	---	---	½ pt.-p	qt.-p
Memphis	pt.-p	8 oz.-pl	qt.-p	---	½ pt.-p	qt.-p
Tennessee Valley	pt.-p	½ oz.-pl	---	---	10 oz.-p	½ pt.-p
WEST SOUTH CENTRAL						
Central Arkansas	pt.-p	½ oz.-pl	---	---	½ pt.-p	qt.-p
Fort Smith	pt.-p	½ oz.-pl	---	---	½ pt.-p	---
Oklahoma Metrop.	pt.-p	qt.-p	6½ oz.-c	15 oz.c	½ pt.-p	qt.-p
Red River Valley	pt.-p	---	---	---	½ pt.-p	---
Texas Panhandle	pt.-p	½ oz.-pl	---	---	½ pt.-p	qt.-p
Lubbock-Plainview	pt.-p	gal.-p	---	---	½ pt.-p	qt.-p
Greater Louisiana	pt.-p	qt.-p	½ pt.-p	---	½ pt.-p	qt.-p
New Orleans-Miss.	½ oz.-p	pt.-p	½ pt.-p	qt.-p	½ pt.-p	qt.-p
Texas	pt.-p	qt.-p	½ pt.-p	qt.-p	½ pt.-p	qt.-p
MOUNTAIN						
Eastern Colorado	pt.-p	qt.-p	pt.-p	qt.-p	½ pt.-p	qt.-p
Great Basin	pt.-p	qt.-p	---	---	½ pt.-p	pt.-p
Western Colorado	pt.-p	qt.-p	---	---	½ pt.-p	pt.-p
Central Arizona	pt.-p	qt.-p	---	---	½ pt.-p	qt.-p
Rio Grande Valley	pt.-p	qt.-p	½ pt.-p	½ pt.-g	½ pt.-p	qt.-p
Lake Mead	pt.-p	qt.-p	7 oz.-c	15 oz.-c	½ pt.-p	qt.-p

Continued

Table 8.--Size and type of containers in which the larger volumes of selected fluid cream and specialty products are sold by handlers regulated under Federal milk orders, November 1977 1/

Region and Market	Milk and Cream Mixtures		Light Cream		Heavy Cream	
	First Container	Second Container	First Container	Second Container	First Container	Second Container
PACIFIC						
Puget Sound	pt.-p	qt.-p	---	---	pt.-p	½ pt.-p
Inland Empire	pt.-p	qt.-p	---	---	pt.-p	½ pt.-p
Oregon-Wash.	qt.-p	pt.-p	---	---	pt.-p	½ pt.-p

1/ Containers are listed according to the proportion of the sales volume of the product made in that particular container. The type of container is identified as follows; p=paper, pl=plastic, g=glass, and c=can (aerated).

Table 8.--Size and type of containers in which the larger volumes of selected fluid cream and specialty products are sold by handlers regulated under Federal milk orders, November 1977 1/

Region and Market	Yogurt		Eggnog		Sour Cream	
	First Container	Second Container	First Container	Second Container	First Container	Second Container
NEW ENGLAND						
New England	8-oz.-p	8-oz.-pl	qt.-p	½ gal.-p	pt.-pl	pt.-p
MIDDLE ATLANTIC						
New York-New Jersey	½ pt.-p	½ pt.-pl	qt.-p	½ gal.-pl	pt.-p	pt.-pl
Middle Atlantic	½ pt.-p	qt.-pl	qt.-p	½ gal.-p	pt.-pl	pt.-p
SOUTH ATLANTIC						
Tampa Bay	8-oz.-p	10 lb.-pl	qt.-p	---	8 oz.-p	16 oz.-p
Southeastern Fla.	8-oz.-p	30 lb.-p	qt.-p	½ gal.-p	8 oz.-p	1 lb.-p
Upper Florida	8-oz.-p	½ gal.-p	qt.-p	---	8 oz.-p	1 lb.-p
Georgia	8-oz.-pl	5 lb.-pl	qt.-p	½ gal.-p	8 oz.-pl	1 lb.-pl
EAST NORTH CENTRAL						
Southern Michigan	8 oz.-p	5 lb.-p	qt.-p	½ gal.-p	16 oz.-p	8 oz.-p
E. Ohio- W. Pa.	½ pt.-pl	½ pt.-p	qt.-p	---	½ pt.-pl	pt.-pl
Ohio Valley	8 oz.-p	1 lb.-p	½ gal.-p	qt.-p	8 oz.-p	1 lb.-p
Mich. Upper Penin.	8 oz.-pl	6 oz.-p	qt.-p	---	8 oz.-pl	5 lb.-pl
Chicago Regional	8 oz.-pl	8 oz.-p	qt.-p	---	8 oz.-p	10 oz.-p
Louisville-Lex-Evan.	8 oz.-pl	8 oz.-p	qt.-p	½ gal.-g	8 oz.-pl	8 oz.-p
Indiana	8 oz.-pl	16 oz.-pl	qt.-p	½ gal.-p	16 oz.-pl	8 oz.-pl
Southern Illinois	8 oz.-pl	8 oz.-p	qt.-p	½ gal.-g	8 oz.-pl	5 lb.-pl
Central Illinois	½ pt.-pl	½ pt .-p	qt.-p	qt.-g	8 oz.-pl	1 lb.-pl
WEST NORTH CENTRAL						
Upper Midwest	8 oz.-pl	8 oz.-p	qt.-p	---	11 oz.-p	8 oz.-p
Eastern S. Dakota	8 oz.-pl	---	qt.-p	---	12 oz.-pl	16 oz.-pl
Black Hills	8 oz.-pl	---	qt.-p	---	5 lb.-pl	12 oz.-p
Iowa	8 oz.-p	8 oz.-pl	qt.-p	½ gal.-p	8 oz.-p	8 oz.-pl
Nebraska- W. Iowa	8 oz.-pl	16 oz.-pl	qt.-p	½ gal.-p	8 oz.-pl	16 oz.-pl
St. Louis-Ozarks	8 oz.-pl	16 oz.-pl	qt.-p	½ gal.-p	8 oz.-pl	5 lb.-pl
Greater Kansas City	8 oz.-pl	32 oz.-pl	qt.-p	pt.-p	12 oz.-pl	8 oz.-pl
Neosho Valley	---	---	qt.-p	---	8 oz.-pl	5 lb.-pl
Wichita	8 oz.-pl	8 oz.-p	qt.-p	---	8 oz.-pl	5 lb.-pl

Continued

Table 8.--Size and type of containers in which the larger volumes of selected fluid cream and specialty products are sold by handlers regulated under Federal milk orders, November 1977 1/

Region and Market	Yogurt First Container	Yogurt Second Container	Eggnog First Container	Eggnog Second Container	Sour Cream First Container	Sour Cream Second Container
EAST SOUTH CENTRAL						
Paducah	8 oz.-pl	---	qt.-p	---	8 oz.-pl	1 lb.-pl
Nashville	8 oz.-p	---	qt.-p	---	8 oz.-p	5 lb.-p
Memphis	8 oz.-pl	30 lb.-pl	qt.-p	pt.-p	8 oz.-pl	16 oz.-pl
Tennessee Valley	8 oz.-pl	---	qt.-p	½ gal.-p	8 oz.-pl	8 oz.-p
WEST SOUTH CENTRAL						
Central Arkansas	8 oz.-p	8 oz.-pl	qt.-p	---	8 oz.-p	8 oz.-pl
Fort Smith	8 oz.-pl	---	qt.-p	---	½ pt.-pl	1 oz.-pl
Oklahoma Metrop.	8 oz.-pl	8 oz.-p	qt.-p	½ gal.-p	8 oz.-pl	16 oz.-pl
Red River Valley	½ pt.-pl	8 oz.-pl	qt.-p	---	8 oz.-pl	---
Texas Panhandle	8 oz.-pl	---	qt.-p	---	8 oz.-pl	24 oz.-pl
Lubbock-Plainview	8 oz.-pl	---	qt.-p	---	8 oz.-pl	5 lb.-pl
Greater Louisiana	8 oz.-p	5 lb.-p	qt.-p	½ gal.-g	8 oz.-p	5 lb.-p
New Orleans-Miss.	½ pt.-pl	---	qt.-p	---	½ pt.-pl	pt.-pl
Texas	8 oz.-pl	8 oz.-p	qt.-p	½ gal.-p	8 oz.-pl	8 oz.-p
MOUNTAIN						
Eastern Colorado	8 oz.-p	16 oz.-p	qt.-p	½ gal.-p	8 oz.-pl	12 oz.-pl
Great Basin	½ pt.-p	pt.-p	½ gal.-p	qt.-p	1 lb.-pl	½ lb.-pl
Western Colorado	8 oz.-p	12 oz.-p	qt.-p	---	½ pt.-p	pt.-p
Central Arizona	½ pt.-p	qt.-p	qt.-p	---	pt.-p	½ pt.-p
Rio Grande Valley	8 oz.-pl	2 lb.-pl	qt.-p	½ gal.-p	8 oz.-pl	1 lb.-pl
Lake Mead	½ pt.-p	32 oz.-pl	qt.-p	---	½ pt.-pl	pt.-pl
PACIFIC						
Puget Sound	½ pt.-pl	pt.-pl	qt.-p	½ gal.-p	1 lb.-pl	½ lb.-pl
Inland Empire	½ pt.-p	qt.-p	qt.-p	---	1 lb.-pl	½ lb.-pl
Oregon-Wash.	½ pt.-p	qt.-p	qt.-p	½ gal.-p	1 lb.-pl	8 oz.-pl

1/ Containers are listed according to the proportion of the sales volume of the product made in that particular container. The type of container is identified as follows; p=paper, pl=plastic, g=glass, and c=can (aerated).

Table 9.--Percentages of fluid milk products 1/ distributed by handlers regulated under Federal milk orders, by method of distribution, November of selected years, 1963 to 1977

Month/Year	Number of markets 2/	Method of distribution Wholesale	Method of distribution Home-delivery
		Percent	Percent
November			
1963	68	70	30
1964	67	72	28
1965	68	72	28
1966	68	75	25
1967	71	77	23
1969	66	81	19
1971	61	85	15
1973	61	90	10
1975	56	93	7
1977	47	95	5

1/ Fluid milk products represents whole milk items and lowfat and skim milk items combined. 2/ Number of markets for which complete data were available.

Table 10.--Percentages of fluid milk products 1/ distributed by handlers regulated under Federal milk orders, grouped by region, by method of distribution, November 1977

Region 2/	Method of distribution						
	Home-delivery	Total wholesale	Type of wholesale outlet				
			Chain stores 3/		Institutional		All other 4/
			Super-market	Dairy and convenience	Military	Schools	
	Percent						
North Atlantic	3.6	96.4	37.5	14.1	5/ 1.6	5/ 5.1	38.5
South Atlantic	3.7	96.3	44.1	18.5	3.4	9.9	20.4
East North Central	5.0	95.0	43.5	7.7	.5	7.3	36.0
West North Central	8.8	91.2	48.4	6.5	1.0	8.3	27.0
East South Central	2.9	97.1	37.5	3.6	.8	13.3	41.9
West South Central	5.7	94.3	42.6	8.7	3.5	8.7	30.8
Mountain	10.3	89.7	49.9	9.8	3.7	9.5	16.8
Pacific	6.0	94.0	51.7	5.1	2.7	5.4	29.1
All Regions	5.3	94.7	42.9	10.0	5/ 1.7	5/ 7.7	32.8

1/ Fluid milk products represent whole milk items and lowfat and skim milk items combined.
2/ See Appendix D for markets included in each region. The North Atlantic region includes the New England, New York-New Jersey, and Middle Atlantic marketing areas.
3/ Generally, 11 or more stores (supermarkets, dairy, or convenience) nationwide, primarily engaged in food retailing and either under common management, being franchised by a common company, or belonging to a common purchasing association.
4/ Nonchain food stores, nonfood stores (drug stores, gasoline stations, etc.), restaurants, hotels, hospitals, nursing homes, vending machines, and any other type of wholesale outlet.
5/ Does not include data for the New York-New Jersey marketing area for which this information was not available.

Table 11--Percentages of fluid milk products 1/ distributed by handlers regulated under Federal milk orders, grouped by region, by type of chain store, November 1977

Region 3/	Type of chain store 2/					
	Total chain stores	Supermarkets		Dairy and convenience		Total vertically integrated 4/
		Vertically integrated 4/	Other	Vertically integrated 4/	Other	
	Percent					
North Atlantic	51.6	10.7	26.8	11.7	2.4	22.4
South Atlantic	62.6	9.4	34.7	10.7	7.8	20.1
East North Central	51.2	14.0	29.5	4.6	3.1	18.6
West North Central	54.9	7.8	40.6	1.8	4.7	9.6
East South Central	41.1	0	37.5	R	3.6	R
West South Central	51.3	13.7	28.9	3.9	4.8	17.6
Mountain	59.7	19.1	30.8	.5	9.3	19.6
Pacific	56.8	21.0	30.7	1.9	3.2	22.9
All Regions	52.9	12.1	30.8	6.0	4.0	18.1

R=restricted. Represents sales made by fewer than three handlers which cannot be shown without revealing the volume of their individual operations.

1/ Fluid milk products represents whole milk items and lowfat and skim milk items combined.

2/ Generally, 11 or more stores nationwide, primarily engaged in food retailing and either under common management, being franchised by a common company, or belonging to a common purchasing association.

3/ See appendix D for markets included in each region. The North Atlantic region includes the New England, New York-New Jersey, and Middle Atlantic marketing areas.

4/ Chain stores which have integrated backwards into fluid milk processing, or fluid milk processing organizations which have integrated forwards into chain store ownership.

Table 12.--Percentages of fluid milk products distributed by handlers regulated under Federal milk orders, by method of distribution, and by marketing area, November 1977 1/

Marketing area	Method of distribution						
	Home delivery	Total wholesale	Type of wholesale outlet				
			Chain stores 2/			Institutional 3/	All other 4/
			Total	Super-markets	Dairy and convenience		
	Percent						
NORTH ATLANTIC							
New England	4.6	95.4	58.8	38.8	20.0	6.1	30.5
New York-New Jersey	2.3	97.7	40.1	28.4	11.7	5.7	51.9
Middle Atlantic	4.4	95.6	61.3	48.9	12.4	7.2	27.1
SOUTH ATLANTIC							
Tampa Bay	6.2	93.8	59.1	47.3	11.8	14.5	20.2
Southeastern Florida	3.6	96.4	68.6	32.4	36.2	6.8	21.0
Upper Florida	2.4	97.6	68.3	52.7	15.6	14.3	15.0
Georgia	3.5	96.5	57.2	45.4	11.8	16.3	23.0
EAST NORTH CENTRAL							
Southern Michigan	5.7	94.3	40.0	36.7	3.3	5.4	48.9
E. Ohio-W. Pa.	7.6	92.4	63.3	42.2	21.1	7.9	21.2
Ohio Valley	4.3	95.7	53.3	46.1	7.2	7.2	35.2
Mich. Upper Penin.	15.2	84.8	19.1	19.1	0	13.7	52.0
Chicago Regional	1.8	98.2	53.1	49.7	3.4	7.7	37.4
Louis.-Lex.-Evans.	7.9	92.1	55.8	43.0	12.8	12.5	23.8
Indiana	5.5	94.5	31.5	29.2	2.3	8.5	54.5
Southern Illinois	6.8	93.2	66.1	60.3	5.8	11.3	15.8
Central Illinois	4.0	96.0	64.9	52.8	12.1	13.1	18.0
WEST NORTH CENTRAL							
Upper Midwest	11.3	88.7	52.8	43.8	9.0	6.8	29.1
Eastern South Dakota	19.5	80.5	43.0	43.0	5/	9.5	28.0
Iowa	8.2	91.8	54.6	49.9	4.7	10.5	26.7
Nebraska-W. Iowa	10.0	90.0	61.4	51.7	9.7	9.7	18.9
St. Louis-Ozarks	1.1	98.9	54.6	51.4	3.2	10.4	33.9
Greater Kansas City	6.8	93.2	65.7	57.3	8.4	11.5	16.0
Neosho Valley	6/	100.0	59.6	59.6	5/	6/	40.4
Wichita	29.4	70.6	37.8	35.2	2.6	10.1	22.7
EAST SOUTH CENTRAL							
Paducah	0	100.0	6.8	6.8	0	28.0	65.2
Nashville	3.8	96.2	66.8	60.6	6.2	17.4	12.0
Memphis	1.3	98.7	33.3	29.7	3.6	9.1	56.3
Tennessee Valley	3.5	96.5	37.9	35.0	2.9	13.0	45.6
WEST SOUTH CENTRAL							
Central Arkansas	3.1	96.9	52.1	52.0	.1	14.6	30.2
Oklahoma Metrop.	3.9	96.1	44.1	30.6	13.5	9.4	42.6
Red River Valley	2.1	97.9	42.2	42.2	5/	42.3	13.4
Greater Louisiana	13.6	86.4	28.0	23.9	4.1	15.1	43.3
New Orleans-Miss.	6.8	93.2	66.7	59.9	6.8	10.2	16.3
Texas	4.3	95.7	53.7	43.2	10.5	11.6	30.4

Continued

Table 12.--Percentages of fluid milk products distributed by handlers regulated under Federal milk orders, by method of distribution, and by marketing area, November 1977 1/

Marketing area	Method of distribution						
	Home delivery	Total wholesale	Type of wholesale outlet				
			Chain stores 2/			Institutional 3/	All other 4/
			Total	Supermarkets	Dairy and convenience		
	Percent						
MOUNTAIN							
Eastern Colorado	12.1	87.9	64.7	55.8	8.9	13.4	9.8
Great Basin	14.0	86.0	39.4	37.8	1.6	8.9	37.7
Western Colorado	6/	100.0	60.4	60.4	5/	9.9	29.7
Central Arizona	7.0	93.0	7/78.0	59.3	18.7	14.7	.3
Rio Grande Valley	9.3	90.7	52.0	41.7	10.3	16.7	22.0
Lake Mead	6/	100.0	38.0	38.0	5/	10.0	52.0
PACIFIC							
Puget Sound	9.5	90.5	58.9	56.4	2.5	8.1	23.5
Inland Empire	4.1	95.9	61.2	57.4	3.8	12.5	22.2
Oregon-Washington	3.5	96.5	54.3	46.6	7.7	7.0	35.2
All market total 8/	5.3	94.7	52.9	42.9	10.0	9.0	32.8

1/ Fluid milk products represent whole milk items and lowfat and skim milk items combined.

2/ Generally, 11 or more stores (supermarket, dairy, or convenience) nationwide, primarily engaged in food retailing and either under common management, being franchised by a common company, or belonging to a common purchasing association.

3/ Institutional represents sales made through military installations and public schools, colleges, and universities.

4/ All other wholesale represents nonchain food stores, nonfood stores (drug stores, gasoline stations, etc.), restaurants, hotels, hospitals, nursing homes, vending machines, and any other type of wholesale outlet.

5/ Restricted. Data are included in supermarkets.

6/ Restricted. Data are included in all other wholesale.

7/ Includes nonchain food stores.

8/ Includes the Black Hills, Fort Smith, Texas Panhandle, and Lubbock-Plainview marketing area for which all data are restricted.

Table 13.--Percentages of fluid milk products 1/ distributed by handlers regulated under Federal milk orders, grouped by region, through total chain stores and vertically integrated chain stores, 2/ November 1969, 1973, and 1977

Region 3/	Vertically integrated chains stores 2/			Total chain stores 2/		
	1969 4/	1973	1977	1969 5/	1973 6/	1977
				Percent		
North Atlantic	15.7	14.7	22.4	31.2	41.6	51.6
South Atlantic	8.7	13.6	20.1	N/A	36.0	62.6
East North Central	14.4	15.5	18.6	25.9	37.5	51.2
West North Central	5.9	8.4	9.6	29.8	40.1	54.9
East South Central	1.3	1.9	R	39.7	29.8	41.1
West South Central	6.5	12.4	17.6	22.4	36.5	51.3
Mountain	12.2	16.9	19.6	N/A	36.9	59.7
Pacific	10.1	17.6	22.9	32.5	39.3	56.8
All Regions	11.4	13.6	18.1	28.9	38.6	52.9

R=restricted. Represents sales made by fewer than three handlers which cannot be shown without revealing the volume of their individual operations.

N/A= Not available.

1/ Fluid milk products represents whole milk items and lowfat and skim milk items combined in 1977, and also includes milk and cream mixtures, cream items, and specialty products in 1969 and 1973.

2/ Generally, 11 or more stores (supermarkets, dairy, or convenience) nationwide, primarily engaged in food retailing and either under common management, being franchised by a common company, or belonging to a common purchasing association. Chain stores which have integrated backwards into fluid milk processing or fluid milk processing organizations which have integrated forwards into chain store ownership are vertically integrated.

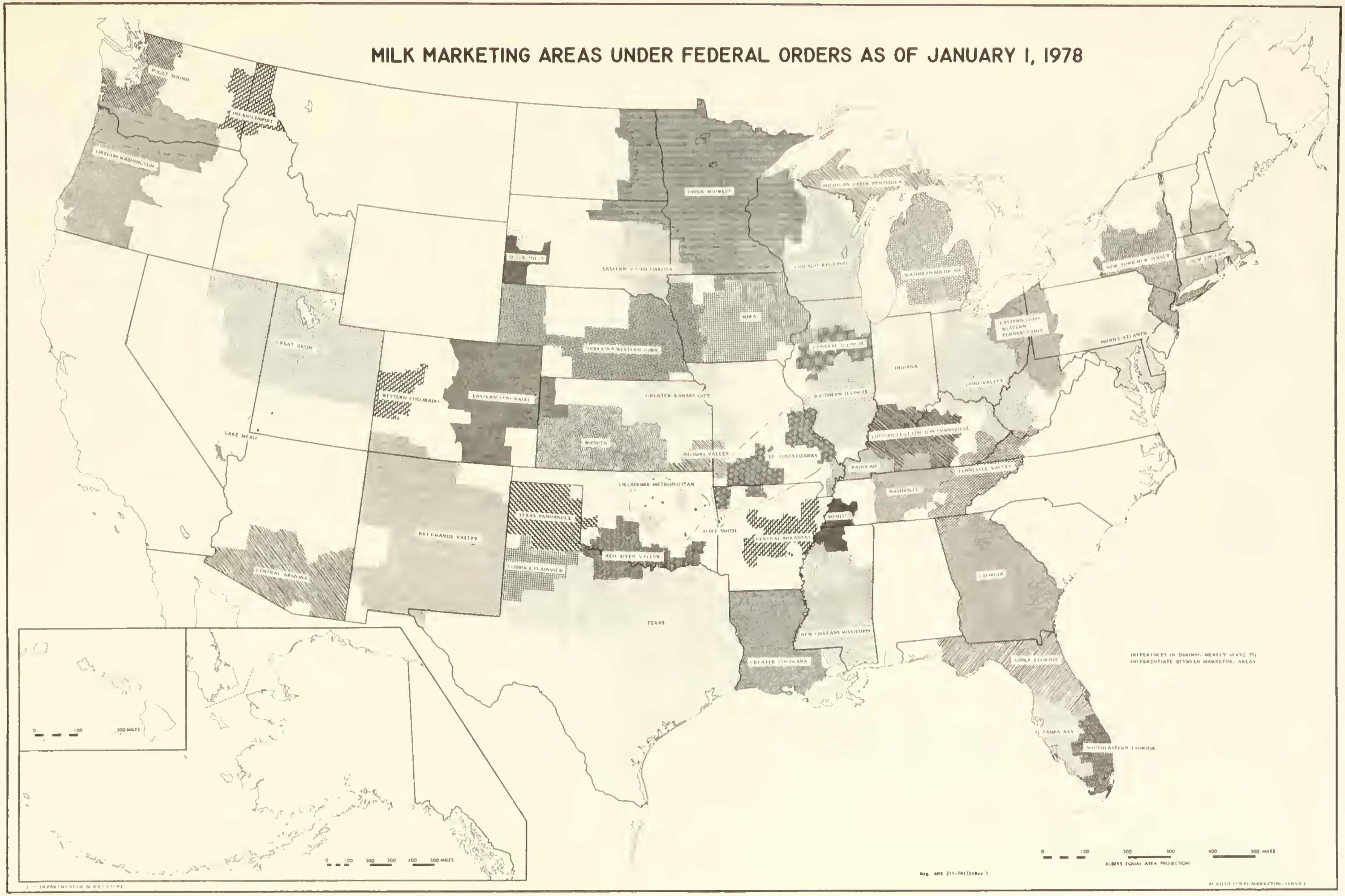
3/ See Appendix D for markets included in each region. The North Atlantic region includes the New England, New York-New Jersey and Middle Atlantic marketing areas. Data for previous years have been adjusted for regional shifts in marketing areas.

4/ Excludes New York-New Jersey.

5/ Complete data were available for 42 of the 67 marketing areas.

6/ Excludes Ohio Valley and Chicago Regional.

APPENDIX A



MILK MARKETING AREAS UNDER FEDERAL ORDERS AS OF JANUARY 1, 1978

DIFFERENCES IN SHADING MERELY SERVE TO DIFFERENTIATE BETWEEN MARKETING AREAS

U.S. DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING SERVICE

Appendix B--Fluid milk product sales, United States, 1960, 1965 and 1970-77 1/

Year	Fluid whole milk 2/	Lowfat milk 3/	Total fluid milk products
	Million pounds		
1960	43,917	3,642	47,559
1965	45,829	5,911	51,740
1970	42,956	9,995	52,951
1971	42,108	11,140	53,248
1972	41,851	12,446	54,297
1973	40,443	13,664	54,107
1974	38,358	14,397	52,755
1975	38,256	16,054	54,310
1976	37,061	17,184	54,245
1977 4/	35,750	18,325	54,075

1/ "Dairy Situation," July 1978, DS-371, USDA-ESCS.
2/ Plain and flavored whole milk.
3/ Lowfat (2 percent and 1 percent) milk, skim milk, flavored milk drinks, and buttermilk.
4/ Preliminary.

Appendix C - Conversion factors

Product	Conversion factors - pounds per										
	6 Gal.	5 Gal.	2½ Gal.	Gal.	3 Qts.	½ Gal.	Quart	Pint	1/3 Qt.	10 Oz.	½ Pint
Whole milk	51.60	43.00	21.500	8.60	6.4500	4.300	2.1500	1.0750	.7167	.6719	.5375
Flavored whole milk	48.00	40.00	20.000	8.00	6.0000	4.000	2.0000	1.0000	.6667	.6250	.5000
2% milk - plain	51.72	43.10	21.550	8.62	6.4650	4.310	2.1550	1.0780	.7183	.6734	.5388
2% milk - added solids	51.96	43.30	21.650	8.66	6.4950	4.330	2.1650	1.0825	.7217	.6766	.5412
1% milk - plain	51.72	43.10	21.550	8.62	6.4650	4.310	2.1550	1.0780	.7183	.6734	.5388
1% milk - added solids	51.96	43.30	21.650	8.66	6.4950	4.330	2.1650	1.0825	.7217	.6766	.5412
Skim milk - plain	51.78	43.15	21.575	8.63	6.4725	4.315	2.1575	1.0788	.7192	.6742	.5394
Skim milk - added solids	52.08	43.40	21.700	8.68	6.5100	4.340	2.1700	1.0850	.7233	.6781	.5425
Flavored lowfat and skim milk	48.00	40.00	20.000	8.00	6.0000	4.000	2.0000	1.0000	.6667	.6250	.5000
Buttermilk	51.72	43.10	21.550	8.62	6.4650	4.310	2.1550	1.0780	.7183	.6734	.5338

Appendix D.--Federal milk order markets grouped by region

NEW ENGLAND

New England

MIDDLE ATLANTIC

New York-New Jersey
Middle Atlantic

SOUTH ATLANTIC

Tampa Bay
Southeastern Florida
Upper Florida
Georgia

EAST NORTH CENTRAL

Southern Michigan
Eastern Ohio-Western Pa.
Ohio Valley
Michigan Upper Peninsula
Chicago Regional
Louisville-Lexington-Evansville
Indiana
Southern Illinios
Central Illinios

WEST NORTH CENTRAL

Upper Midwest
Eastern South Dakota
Black Hills
Iowa
Nebraska-Western Iowa
St. Louis-Ozarks
Greater Kansas City
Neosho Valley
Wichita

EAST SOUTH CENTRAL

Paducah
Nashville
Memphis
Tennessee Valley

WEST SOUTH CENTRAL

Central Arkansas
Fort Smith
Oklahoma Metropolitan
Red River Valley
Texas Panhandle
Lubbock-Plainview
Greater Louisiana
New Orleans-Mississippi
Texas

MOUNTAIN

Eastern Colorado
Great Basin
Western Colorado
Central Arizona
Rio Grande Valley
Lake Mead

PACIFIC

Puget Sound
Inland Empire
Oregon-Washington

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